

How the Program Works

Presenting the program inside the club has an advantage: It provides participants with a sample of the club experience, making it easier for participants to become members at the conclusion of the program. The Speechcraft program need not disturb the usual club programming. Instead, a portion of each of the eight meetings is devoted to Speechcraft. It is suggested an extra 30 minutes be added to the club meeting. Trimming the business portion of the meeting can also yield extra time for Speechcraft. For Speechcraft presented within the club, five to 10 participants are needed.

Presenting the program outside of the club also has advantages. More participants can be accommodated because more time is available. You can conduct the program for a particular group, a civic club, or a company at the location of the group. Also, a Speechcraft program outside the club often leads to the formation of a new Toastmasters club.

The Speechcraft starting kit (item number 205) is available from the Toastmasters catalog. It contains materials for up to five participants. Additional materials may be ordered separately.

Overview of the Program

- Promotion probably needs to be done to get the participants into the Speechcraft
- Eight sessions, hour to hour and a half per session
- Five to ten participants (aka. non-Toastmasters) -- any more than that means that the meetings will be too long
- Participants will make from three to six speeches during the eight sessions
- Participants will be included in the Table Topics at every session (except maybe the first session when it is demonstrated by experienced Toastmasters)
- The one coordinator of the Speechcraft gets credit towards the ACG award. This person will do much preparation work for the eight sessions.
- Each session needs a Table Topics Master, a Timer, a General Evaluator. These roles are initially handled by experienced Toastmasters but later are filled by the participants.
- One experienced Toastmaster is assigned to each participant to serve as their advisor and speech evaluator.

An education presenter is needed at each session. This is a three to five minute speech (no credit) on some topic of Toastmasters. The speech information is gotten from the following sources:

- The Leadership Excellence Series -- leadership development skills
- The Better Speaker Series -- fundamentals of speech development
- The Successful Club Series -- club improvement and attracting new members
- The Success/Leadership Series -- procedures and management skills
- The Success/Communication Series -- listening and training others

Typical Speechcraft Agenda

- Opening remarks -- 1 - 3 minutes
- Table Topics - 10 -- 20 minutes
- Educational presentation -- 4 - 6 mins.
- Speechcraft speakers -- 15 - 40 minutes
- Evaluations -- 10 - 20 minutes
- Speaker/Advisor workshop -- 5 - 10 mins
- Announcements -- 1 - 3 minutes
- Adjournment

How it Works

Speechcraft is a program designed to teach public speaking skills to non-members. Experienced club members present the fundamentals of public speaking in the atmosphere of a Toastmasters club meeting. Speechcraft brings prospective new members into the club to see, first-hand, what Toastmasters is all about.

Speechcraft has several benefits. Participants become a part of the club meetings. They come to know and enjoy the fellowship of the club while gaining confidence and training in communication skills. Clubs that conduct a Speechcraft program at least once each year have few membership problems.

Speechcraft also benefits the club members. The program gives club members new opportunities to exercise their communication and leadership abilities. The program also enhances club programming, which in turn increases interest and attendance among all members.

For More Information

See the Toastmasters International page

http://www.toastmasters.org/Members/MemberExperience/SatellitePrograms_1/Speechcraft.aspx



Speechcraft